

From: George Morino/=TMS/Toyota. Sent: 9/29/2009 12:10 AM.
To: [-] "Wayne Hutchinson" <Wayne_Hutchinson@toyota.com>; "Mark Kubota" <Mark_kubota@toyota.com>
Cc: [-]
Bcc: [-]
Subject: Fw: DRAFT (PLEASE WAIT FOR GREEN LIGHT): URGENT - Toyota Consumer Safety Advisory Potential Floor Mat Interference with Accelerator Pedal

DRAFT

From: George Morino
Sent: 09/29/2009 12:08 AM PDT
To: Robin LeFevre
Cc: Bob Waltz; Gary Smith
Subject: DRAFT (PLEASE WAIT FOR GREEN LIGHT):
URGENT - Toyota Consumer Safety Advisory
Potential Floor Mat Interference with Accelerator Pedal
Robin:

Here's our working DRAFT. I'm going home and will take another look at this in the morning. Current schedule of events:

Region/PD e-mail: 10:00 am
Region/PD telecon: 10:30 am
Dealer Daily posting: 11:00 am
Press Release: 11:00 am

Things are still awaiting a green light. Please do not send any communications until we receive the all clear.

BTW, the conference number below will be used for another telecon with dealers (unrelated issue) from 9:00 to 10:00. Please do not use this number for Lexus.

Thanks!

George Morino
National Manager
Quality Compliance Department
Product Quality and Service Support
Toyota Motor Sales, U.S.A., Inc.
Tel. 310-468-3392
Fax 310-468-3399

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----- Forwarded by George Morino/TMS/Toyota on 09/29/2009 12:03 AM -----

George Morino/TMS/Toyota
09/28/2009 11:46 PM
To Christopher Cento/TMS/Toyota@Toyota, Michael Jr Rocco/Mobile/Toyota@Toyota, Clyde Dyson/Mobile/Toyota@Toyota, Alec Hagey/TMS/Toyota@Toyota, Tony Mueller/Lexus/Toyota@Toyota, Jeff

Bracken/TMS/Toyota@Toyota, Kevin Cour/TMS/Toyota@Toyota, Mark Angelacos/TMS/Toyota@Toyota, Tom Devany/TMS/Toyota@Toyota, Paul Holdridge/Mobile/Toyota@Toyota, Tyler Brown/TMS/Toyota@Toyota, Chris Schultz/Mobile/Toyota@Toyota, Andrew Gilleland/Scion/Toyota@Toyota, David Goldberg/TMS/Toyota@Toyota, Ken Parkman/Scion/Toyota@Toyota, David Christ/Scion/Toyota@Toyota, Kevin Fletcher/Mobile/Toyota@Toyota, Cooper Ericksen/TMS/Toyota@Toyota, Bryan Hancock/TMS/Toyota@Toyota, George Brenner/TMS/Toyota@Toyota, Toby Hynes@FITSVCSExchange@NOTESAPPS, Tod Martin@FITSVCSExchange@NOTESAPPS, David Rosenfeld@FITSVCSExchange@NOTESAPPS, Frank Addleman@FITSVCSExchange@NOTESAPPS, Ed.Sheehy@onsight.jmfamily.com@JM Family Enterprises, Craig.Pollock@onsight.jmfamily.com@JM Family Enterprises, Steve.Ozzello@onsight.jmfamily.com@JM Family Enterprises, Kevin.Fleeger@onsight.jmfamily.com@JM Family Enterprises, Jeff.Geisler@onsight.jmfamily.com@JM Family Enterprises, Daryl Kenningham@FITSVCSExchange@NOTESAPPS
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Subject URGENT - Toyota Consumer Safety Advisory
Potential Floor Mat Interference with Accelerator Pedal

This message was approved by Bob Waltz, Vice President, Product Quality and Service Support.

This is an important urgent message for all Region and Private Distributor General Managers and Vice Presidents. Today, we are releasing the attached Toyota Consumer Safety Advisory to our customers.
[Attach Consumer Advisory]

Recent events have prompted Toyota to take a closer look at the potential for an unsecured or incompatible driver's floor mat to interfere with the accelerator pedal on certain Toyota and Lexus vehicles. Accelerator pedal interference may result in a crash which could cause serious injury or death.

Toyota considers this a critical matter and we will soon launch a safety recall on specific Toyota and Lexus vehicles. As additional information becomes available, we will provide it to your Region/PD as well as your dealers.

Until Toyota develops a recall remedy, we are asking owners of specific Toyota and Lexus models to take out any removable driver's floor mat and NOT replace it with any other floor mat. The following models are affected:

2007 – 2010 Camry
2005 – 2010 Avalon
2004 – 2009 Prius
2005 – 2010 Tacoma
2007 – 2010 Tundra

In the event owners choose not to remove their floor mat, Toyota strongly recommends that they ensure that the correct floor mat is being used, that it is properly installed and secured, that it is not flipped over with bottom-side up, and that one floor mat is not stacked over another. Information on proper floor mat installation can be found below and on <http://www.toyota.com>. If requested for assistance, Dealers should assist any customer utilizing these instructions to confirm correct floor mat application and to assure it is properly secured.

[Floor Mat Inspection and Floor Mat Chart]

Status

TMS Corporate Communications will release the consumer advisory to media outlets at 11:00 am (Pacific time.) The attached Dealer Daily message will be posted at 11:00 am (Pacific time.)

[Attach Dealer Daily Message]

Please direct all customer inquiries to the Toyota Customer Experience Center at 1-800-331-4331.

Dealership associate with any questions will be directed to contact their District Service/Parts Manager.

Due to the nature of this activity, it is imperative that all media contacts (local and national) receive a consistent message. In this regard, all media contacts must be directed to Brian Lyons (310) 468-2552, in Toyota Corporate Communications. (Please do not provide these numbers to customers. Dealership associates should contact their Region/PD representative for any questions).

The following Q&A has been provided for your reference.

[Attach Q&A]

Telecon

A telecon has been set up for Region and Private Distributor CSOMs, TSTMs and CSFMs or equivalents to address any questions you may have regarding this communication. The number of dial-ins is limited, therefore please call from a centralized location where possible.

Date: Tuesday, September 29, 2009

Time: 10:30 am (Pacific)
Dial-In Number: 877-934-3514
Passcode: 7007401

Thank you again for all of your support.

George Morino
National Manager
Quality Compliance Department
Product Quality and Service Support
Toyota Motor Sales, U.S.A., Inc.
Tel. 310-468-3392
Fax 310-468-3399

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